

## Message Text

UNCLASSIFIED

PAGE 01 MANAMA 00570 181419Z

42

ACTION AGR-10

INFO OCT-01 NEA-10 ISO-00 AID-05 EB-07 STR-04 COME-00

PRS-01 /038 W  
----- 085223

R 181233Z MAY 75

FM AMEMBASSY MANAMA BAHRAIN  
TO SECSTATE WASHINGTON DC 2115

UNCLAS MANAMA 0570

E.O. 11652: N/A  
TAGS : BEXP, BA  
SUBJECT : IN-STORE PROMOTION WITH ALJAZIRA COLD STORE

REF : STATE 113245

1. DAWANI APPROVES PROPOSED DATES NOV. 17 - 21, 1975.  
DAWANI WOULD LIKE TO SEE AS MANY AS POSSIBLE OF HIS  
PRESENT SUPPLIERS REPRESENTED, E.G. GREEN GIANT, JONES,  
GENERAL MILLS, HEINZ.

2. AS THIS WILL BE FIRST PROMOTION OF THIS TYPE FOR  
U.S. FOOD IN BAHRAIN, WE WOULD APPRECIATE RECEIVING  
AS MUCH DETAILED INFORMATION AS POSSIBLE PRIOR TO  
GIVING FINAL EMBASSY APPROVAL. SPECIFIC QUESTIONS  
COMING TO MIND AT THIS TIME ARE:  
A) WHAT REQUIREMENTS WILL BE RESPONSIBILITY OF EMBASSY?  
OF DAWANI?  
B) HOW MUCH SUPPORT WILL USDA/FAS BE ABLE TO GIVE?  
C) WHAT SHARE OF EXPENSES WILL BE PAID BY USDA? DAWANI?  
U.S. COMPANIES INVOLVED?  
D) WE RECOMMEND THAT LOCAL ADVERTISING AGENCY BE HIRED  
TO DO PUBLICITY; WHO CAN FUND THIS EXPENSE?  
TWINAM

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 18 MAY 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975MANAMA00570  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750175-0105  
**From:** MANAMA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750540/aaaabjxe.tel  
**Line Count:** 50  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION AGR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 1  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 STATE 113245  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** CunninFX  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 22 JUL 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <22 JUL 2003 by SilvaL0>; APPROVED <09 FEB 2004 by CunninFX>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** : IN-STORE PROMOTION WITH ALJAZIRA COLD STORE  
**TAGS:** BEXP, BA  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006